

04-207

karen_gonzales@hotmail.com wrote on 7/19/2004 11:41:48 AM :

Karen Gonzales
690 Thornbird Dr
Fallon, NV 89406

July 16, 2004

Dear FCC Commissioners
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

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Dear Dear Commissioners:

Federal Communications Commission
Office of the Secretary

The government is currently considering proposals to require cable programmers to offer their product on an "a la carte" basis. I urge you to resist proposals to enact such a poorly conceived idea.

Cable subscribers today enjoy a greater selection of programming for a lower price than ever before. For a low monthly price, a consumer can now receive news, sports, entertainment and weather, in addition to literally hundreds of specialty channels for one low monthly price. To require cable programmers to tailor their product to every last subscriber would raise prices through the roof, and limit channel selections to only the lowest common denominator of broadly popular channels.

An a la carte pricing scheme would destroy Christian, documentary and other specialty channels while charging consumers more for less. I urge you to oppose a la carte cable pricing.

Sincerely,

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